



Volkswagen Group España Distribución boosts sales efficiency with AI

VOLKSWAGEN GROUP ESPAÑA DISTRIBUCIÓN

Client profile

Volkswagen Group España Distribución is one of Spain's leading vehicle distributors. Founded in 1993, it markets vehicles, parts, spare parts and services for the Volkswagen, Audi, Škoda Auto and Volkswagen Commercial Vehicles brands across mainland Spain and the Balearic Islands, as well as Ducati in Spain and Portugal.

The company is part of the Volkswagen Group, Europe's leading automotive manufacturer, which delivered more than 9 million vehicles in 2023. The group is transforming globally with a focus on electrification and software.

Volkswagen Group España Distribución's sales and customer service network manages thousands of interactions every month. Customers expect accurate, up-to-date information, fast responses and a straightforward purchasing process. To maintain and strengthen its market leadership, the company wanted to modernize the way it engages with customers and bring its sales operations onto a robust, scalable platform.

The automotive sector is becoming increasingly digital, with customers expecting frictionless, consistent and hyperpersonalized experiences throughout the purchasing process.

NTT DATA developed a Salesforce-based technology solution for Volkswagen Group España Distribución to significantly improve the vehicle sales process and the customer experience. The AI-powered platform has enabled the automotive company to move toward a more agile, consistent and transparent sales model.

50%

reduction in the time required to generate offers for vehicles in stock, speeding up responses to customers and improving competitiveness at the point of sale

20%

reduction in errors in sales proposals, improving information accuracy and process reliability

Business need

Modernizing omnichannel sales and customer engagement

Buying a vehicle has become a fully omnichannel experience. Customers compare models online, contact the company through different channels, request personalized offers and visit dealerships in person. They expect every person they speak to, whether they're a salesperson, contact center agent or dealership advisor, to have access to all their information.

Volkswagen Group España Distribución faced a fragmented sales environment, with internal processes spread across multiple systems and different workflows for individual brands and channels. This made it difficult to maintain a complete view of each customer, slowed the management of sales opportunities, created more manual work and reduced the consistency of communications and service quality.

The company therefore needed to integrate its platforms, centralize data, standardize processes and equip its sales network with integrated tools to manage the entire sales cycle — from initial exploration to vehicle delivery — with greater efficiency and traceability. It was also essential to introduce AI capabilities to generate offers more quickly, make it easier to identify suitable alternative vehicles from available stock, and improve contact center performance.



This initiative has allowed us to move toward a more efficient, transparent and customer-focused sales model. Integrating AI into our processes not only improves day-to-day operations but also strengthens our ability to deliver a differentiated experience for our customers.”

Alfons Ollé López

Competence Center IT Lead at Volkswagen Group España Distribución

Solution

Building an AI-powered Salesforce platform for vehicle sales

Using MuleSoft, NTT DATA developed a comprehensive Salesforce-based technology platform for Volkswagen Group España Distribución that transforms the sales model and brings together the critical elements of the vehicle sales cycle into one environment. The solution supports end-to-end digitalization, from exploring and comparing vehicle models to generating offers, formalizing contracts and coordinating after-sales activities, creating a seamless and fully traceable journey.

The platform's modular, centralized architecture connects existing systems and standardizes key processes so that information remains consistent across every interaction.

As a result, teams have a single, reliable and up-to-date view of customers, inventory and sales activity.

The sales network now uses integrated tools that can be accessed from any device and provide real-time data. This simplifies day-to-day operations and helps teams respond to customers with greater accuracy and speed. A broad range of automation reduces manual work and errors, freeing up time for higher-value activities.

The solution provides a fully omnichannel experience. A customer can begin an interaction on the website, in the app or at a dealership and can continue seamlessly through another channel without having to start again or repeat information.

AI plays a central role in this integrated environment. The platform, which received the 2025 Salesforce Partner Innovation Award in Automotive, includes advanced features such as a semantic-search capability that recommends suitable vehicles from available stock. Currently in the pilot phase, this capability identifies relevant alternatives that may not appear through traditional search filters. The platform also automatically creates customer histories for the contact center, consolidating data from multiple channels to speed up service and improve service quality.

Spain is the first Volkswagen Group market in Europe, and one of the first worldwide, to implement this solution. The fleet channel has been operational since late 2024, with the retail rollout planned for the third quarter of 2026.

Outcomes

Improving sales speed, accuracy and customer experience

The platform has significantly transformed sales operations at Volkswagen Group España Distribución. Process integration, centralized data and AI capabilities have reduced the time required to generate offers for vehicles in stock by 50%, speeding up responses to customers and improving competitiveness at the point of sale.

In addition, standardized workflows and task automation have helped reduce errors in sales proposals by 20%, improving information accuracy and process reliability.

Beyond these operational metrics, the project has established a more agile, transparent and data-driven sales model, with the sales network working from a consolidated, real-time view of customers and inventory. The result is a more efficient organization ready to scale and capable of delivering a consistent and differentiated experience across every channel.

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Our goal was not simply to implement a new platform but to transform Volkswagen Group España Distribución's sales model. We have integrated processes, data and artificial intelligence to drive operational efficiency and deliver a truly omnichannel customer experience.”

Fernando Peña Ardanuy

Senior manager, CRM Solutions at NTT DATA



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